



Course name:	Marketing Engineering		
Course code:	0906527		
Credits hours	3		
Contact hours/room:	Sec 1: Mon, Wed: 11:00 – 12:30		
Course instructor's name, E-mail, and phone:	Sa'Ed M. Salhieh, Ph.D.		
	salhieh@ju.edu.jo 22938		
Course Coordinator:	Sa'Ed M. Salhieh, Ph.D.		
Text book:	Principles of Marketing Engineering, 3 rd Edition, by Gary L. Lilien , Arvind Randgaswany, and Arnaud De Bruyn, DecisionPro.		
Other reference(s):	Marketing research: An applied Orientation, 6 th Edition, by Naresh K. Malhotra, Pearson		
Course Description:	Marketing Engineering is the art and science of developing and using interactive, customizable, computer decision models for analyzing, planning, and implementing marketing strategies and tactics.		
Providing Department:	Industrial Engineering		
Prerequisite Course:	Engineering Statistics II (0906355)		
Course type	Elective		
Assessment Methods:	Method	Weight %	Date
	Midterm Exam	30 %	
	Assignments, Quizzes	10 %	
	Minicases/Project	20 %	
	Final Exam	40 %	
Course Learning Outcomes:	#	After successful completion of this course, the student will be able to	SO
	CLO1	Select and apply appropriate statistical techniques in analyzing marketing research data.	a
	CLO2	Understand how analytical techniques and computer models can enhance decision-making by converting data and information to insights and decisions.	e, k
	CLO3	Master the skills to employ a software toolkit and apply the models and methods taught in the course to real marketing decision problems (e, k)	e, k
	CLO4	Able to conduct teamwork and suggest a solution to marketing problems, and to communicate with group members and to the other stakeholders outside of the group	d

Brief list of topics	No	Topic
	1	Introduction to Marketing Engineering
	2	Segmentation and Targeting Decisions
	3	Positioning Decisions
	4	New Product & Service Design
	5	Forecasting
	6	The Marketing Mix
Important Notes:	<ul style="list-style-type: none"> • Do not hesitate to ask questions • You are required to bring a notebook and take notes in classes. • Students are expected to attend every class session and they are responsible for all material, announcements, schedule changes, etc., discussed in class. • Discuss the assignments among yourselves • Don't Cheat; direct copying of others work will NOT be allowed or tolerated and will result in a reduction of grade. If you are found to be cheating in any way, on an exam or assignment, even signing the roll sheet for another student, you will be given an "F" for the course. There will be no exceptions. • All cases of academic dishonesty will be handled in accordance with university policies and regulations. JU policy requires the faculty member to assign ZERO grade (F) if a student misses 15% of the classes that are not excused, and 20% of the classes that are excused • Students are expected to be ready to take a quiz any time they have a class. There will be no make-up quizzes or home works. • Any students with disabilities who need accommodations in this course are encouraged to speak with the instructor as soon as possible to make appropriate arrangements for these accommodations. 	

Running Case Overview:

- Objective:
 - To master the skill of using the technique and tools taught in the class
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- What is it?
 - A set of small projects that will cover all the topics the STP (Segmentation-Targeting-Positioning) and Design approach.
- What is the Product?
 - Each team will need to choose an "existing product" and perform all the analysis on that same product.
 - Products will be assigned by the instructor.

Grade Distribution:

Grade	Percent Range	Grade	Percent Range
A	90% - 100%	C	60% - 64%
A-	85% - 89%	C-	55% - 59%
B+	80% - 84%	D+	50% - 54%
B	75% - 79%	D	45% - 49%
B-	70% - 74%	F	0% - 44%
C+	65% - 69%		